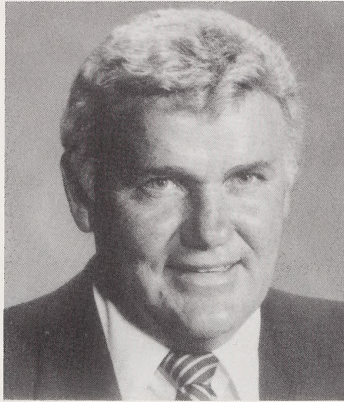


Guidelines For Development And Operation
of a

BED & BREAKFAST HOME



in ALBERTA



A Message From The Minister

As Minister of Tourism, I am pleased to introduce the publication of Guidelines for the Development and Operation of a Bed and Breakfast Accommodation in Alberta.

Anyone exploring the potential of a bed and breakfast business will find this manual a unique and practical sourcebook. It contains much valuable information not found in any other publication.

The initial section provides an opportunity to assess the merits of your home for commercial accommodation and offers some insight into the kind of service and hospitality that can help make your bed and breakfast operation a success. In the sections that follow, the development, administration and operation of a bed and breakfast home are discussed. The final section contains a checklist of activities and an appendix with sample forms, brochures and useful contacts.

Studies show that bed and breakfast accommodation is growing in popularity among the travelling public. The attentive personal service and warm hospitality which bed and breakfast homes provide is in great demand. If you believe that your home and personality suit this new opportunity, I encourage you to become a bed and breakfast host.

Community-based tourism initiatives offer a new world of opportunities to those willing to apply their talents and energies. Take up the challenge. Become involved in this growing Alberta industry. For those with imagination and the desire to succeed, the possibilities are endless.

Don Sparrow
MINISTER OF TOURISM

Guidelines for the Development and Operation of a Bed & Breakfast Home in Alberta

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INTRODUCTION

This Manual has been prepared to provide prospective hosts with insight into the needs and expectations of visitors who seek bed and breakfast accommodation.

The Manual will assist prospective hosts to plan, develop, and operate a bed and breakfast business. It may also provide existing operators with ideas to improve various aspects of their operation.

Although the guidelines in the Manual are geared primarily towards individuals wishing to offer bed and breakfast in their home, various elements contained in these guidelines are also applicable to larger operations, including guesthomes and small country inns.

This Manual is not intended as a regulation. However, specific reference is made to regulations which may affect the operation of a bed and breakfast facility in Alberta.

Alberta Tourism will provide counselling assistance to both existing and prospective hosts regarding all facets of a bed and breakfast operation. For more information regarding development of your facility, review of promotional strategy, brochure development, or explanation of any information contained in this Manual, please contact:

**Development Division
Alberta Tourism,
16th Floor, 10025 Jasper Avenue
Edmonton, Alberta
T5J 3Z3**

Telephone: (403) 427-2501

PART A: PLANNING

I. Background

Although the option of staying in “Bed and Breakfast” accommodation has been available to Canadians travelling to other countries for quite some time, the origins of the bed and breakfast industry in Canada may be traced to Atlantic Canada, where its development was spurred by a shortage of available overnight commercial tourist accommodation.

The steady growth of the industry across Canada since 1980 indicates market demand for this type of accommodation is growing.

In fact, it is becoming more and more fashionable to stay in exclusive bed and breakfast establishments where attentive personal service and warm hospitality are combined to complement an enjoyable travel and vacation experience.

Hence, the appeal of “Bed and Breakfast” has spread to all segments of the marketplace: business travellers, vacationing couples, families, retired people, in fact, everyone and anyone.

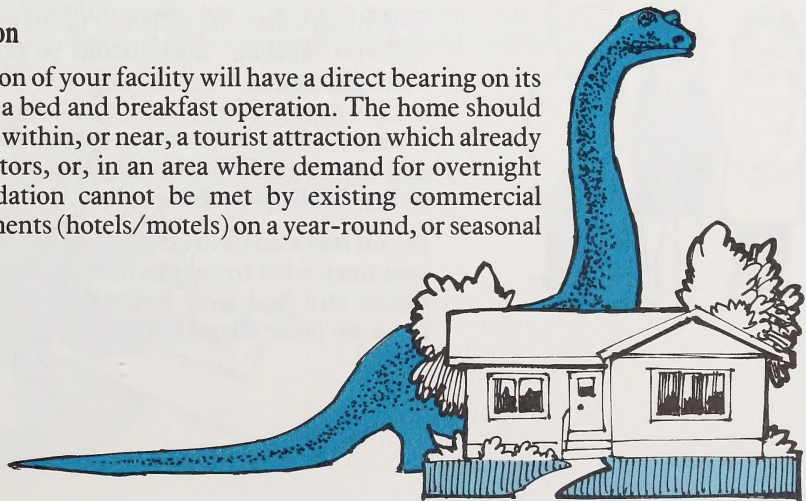
II. Interested in offering Bed and Breakfast?

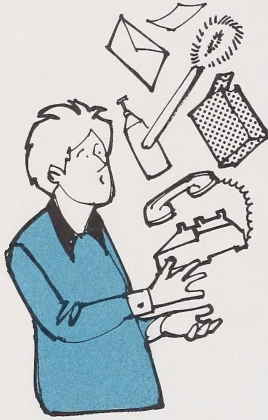
There are many reasons why people decide to operate a bed and breakfast facility. Certainly, the opportunity for making money and/or supplementary income is a strong incentive for some individuals. Others view it as an opportunity to meet interesting people from other parts of the world, and to share in an exchange of cultural experiences and information.

Whatever your reasons, **remember that a bed and breakfast operation is a business.** Prior to committing yourself to this business, consider the following:

II.1 Location

The location of your facility will have a direct bearing on its success as a bed and breakfast operation. The home should be located within, or near, a tourist attraction which already draws visitors, or, in an area where demand for overnight accommodation cannot be met by existing commercial establishments (hotels/motels) on a year-round, or seasonal basis.





II.2 Time

Operating a bed and breakfast facility can be a full-time business. You must be prepared to:

- answer telephone inquiries at any time of the day;
- respond to mail inquiries and reply with confirming letters;
- prepare breakfasts, clean rooms and washrooms, wash linens, do maintenance;
- maintain your home (exterior and interior) in an attractive condition at all times;
- complete your other normal daily chores;
- do promotional work to publicize your business.

Do you have the Time?



II.3 Money

In adapting your home to receive guests, some renovations and general improvements may be required: new furniture; bedding, linens, towels; washroom amenities and furnishings; office supplies, stamps and stationery will have to be purchased; a promotional brochure should be printed; additional insurance coverage will likely have to be purchased. **Do you have the Money to get started?**

II.4 Privacy

Opening your doors to strangers who are also paying guests will necessitate some realignment of your personal family habits. There will always be some intrusion on your privacy. **Are you prepared to spend more time at home to look after the needs of your guests?**



II.5 People

Every individual has different needs and expectations. The bed and breakfast host should be prepared to recognize these differences when dealing with his guests, and exercise a high degree of tolerance and understanding. The conscientious host is always prepared to meet this challenge and enjoys dealing with all types of individuals. **Do you enjoy dealing with People?**

If you have answered "no" to any of these questions, you may wish to reconsider or delay your decision to enter the bed and breakfast business, until such time as your situation changes.

III. Calculating Start-up Costs and Operating Expenses

III.1 Start-up Costs

Many prospective hosts will feel that they can start operating immediately because they already can provide for all guest necessities. However, some renovation, redecorating, and/or other improvements may be required, particularly if the host wishes to create a unique atmosphere and provide a high degree of guest comfort. An outline of basic requirements is provided in PART B: THE DEVELOPMENT STAGE.

Prior to making a final decision about entering into the bed and breakfast business, prospective hosts should prepare an estimate of start-up costs, in order to determine whether the expense merits the effort. A sample cost estimate format is found in Figure 1.

III.2 Operating Expenses

Once the facility is ready for guest occupancy, the host will incur operating expenses which will vary with the number of guests accommodated. These will include:

- a. Food costs;
- b. Soaps, cleaners, detergents;
- c. Utilities (power, water, heat, telephone);
- d. Office supplies (postage, stationery);
- e. Maintenance;
- f. Miscellaneous expenses; and
- g. Labour.

Revenues in excess of expenses will become operating profits. It is important to make sure that all expenses are considered when establishing rates which will be charged for bed and breakfast.



CALCULATING START-UP COSTS

FIGURE 1

Development Costs:

Renovations	\$	_____	
Redecorations	\$	_____	
Other Improvements	\$	_____	
TOTAL	\$	_____	\$ _____

Immediate Expenses:

Furniture/Beds	\$	_____	
Fixtures/Furnishings	\$	_____	
Linens/Bedding	\$	_____	
Towels	\$	_____	
Cutlery/Dishes	\$	_____	
Office Equipment	\$	_____	
Brochures	\$	_____	
Interest on Improvement Loan	\$	_____	
Advertising/Promotion	\$	_____	
Permits	\$	_____	
Insurance	\$	_____	
Telephone	\$	_____	
Miscellaneous Expenses	\$	_____	
TOTAL	\$	_____	\$ _____
TOTAL START-UP COSTS			\$ _____

IV. Compliance with Provincial Government Regulations

Any individual who provides a combination of food and accommodation to the general public is automatically obligated to comply with the following sanitation, food service and accommodation regulations under the Public Health Act.

- a. Food Regulation (240/85)**
- b. Housing Regulation (241/85)**

Copies of these regulations may be obtained at minimal cost from either of the Queen's Printer Publication Services offices:

**11510 Kingsway Avenue
Edmonton, Alberta
T5G 2Y5**

Telephone: 427-4952

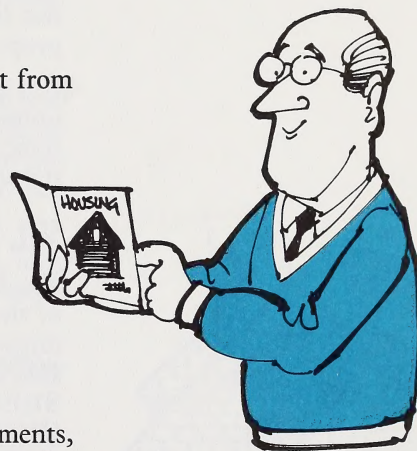
or

**#601 - 620 - 7th Avenue, S.W.
Calgary, Alberta**

T2P 0Y8

Telephone: 297-6251

In order to ensure that your establishment meets all requirements, and to obtain exact information about regulations, it is recommended that you talk to the local health inspector in your area. For your convenience, Regional Health Unit Offices are listed in **Appendix B**.



V. Operating Permits

In order to ensure that your bed and breakfast facility operates within local bylaws and regulations, it is vitally important to contact the Municipal Planning and Building Department in your area and to enquire:

- a. Whether the operation of a bed and breakfast facility is allowed under existing zoning.
- b. Whether an operating or business permit is required.
- c. About existing municipal bylaws and regulations which would affect the operation of a bed and breakfast facility in your area.

Additional permits may be required for hosts located in National Parks. For more information, contact the applicable Park Administration Office (Appendix B).

VI. Insurance

All bed and breakfast hosts are urged to seek the advice and assistance of a competent insurance agent or broker. Adequate insurance coverage, particularly in the area of personal liability is a must.

Presuming that your home and personal property are already covered by a Homeowners' Policy, it is your responsibility to contact your insurer and advise them of your intention to provide bed and breakfast for paying guests. Request written confirmation that you have proper coverage.

As a general rule, Comprehensive Personal Liability Insurance (minimum one million dollars) should be maintained. It is important to remember that your insurance company is best qualified to determine the amount of coverage which should be maintained.

VII. Income Tax

The Income Tax Act is extremely complex. Any change in the status of the family home through generation of income/expenses may impact on the individual host in a positive or negative manner. **IT IS IMPERATIVE THAT EACH INDIVIDUAL OPERATOR SEEK PROFESSIONAL ADVICE ABOUT HOW THE OPERATION OF A BED AND BREAKFAST HOME WILL AFFECT THEIR OWN UNIQUE STATUS.**

VIII. Historic Homes

In some cases, where a host is considering establishing a bed and breakfast operation in a historic home or building, he/she may be eligible for restoration grants from Alberta Culture, under the Historical Resources Act, Historic Resources Designation Program. To qualify, structures must be at least 50 years old, in the original context, and/or associated with an important aspect of Alberta's natural or human history and/or be of outstanding architectural merit.

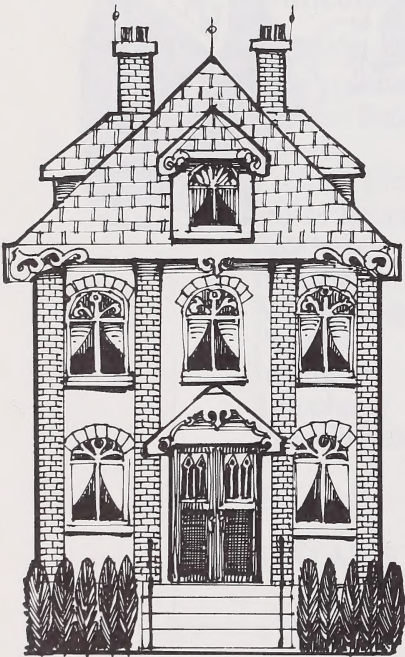
For further information on the Designation Program, please contact the Designation Liaison Officer, Archaeological Survey of Alberta, Alberta Culture, 8820 - 112 Street, Edmonton, Alberta, T6G 2P8, or telephone (403) 431-2300.

IX. Hotel Tax

Hosts who operate a bed and breakfast facility which offers more than three bedrooms or accommodates more than three guests, may be required to collect a 5% hotel tax on each room rental as outlined in the Hotel Room Tax Act (1987).

Further information about the hotel tax and how it affects individual hosts may be obtained by contacting Alberta Treasury:

Edmonton Area 427-3044 Alberta Toll-free 1-800-262-9069



PART B: DEVELOPMENT

I. Location of Accommodation

Once you have determined the costs of operating a bed and breakfast home and decided to proceed, you are ready for the development stage.

Although any vacant bedroom(s) may be utilized, you should recognize the pros and cons of each location.

For example:

- a. If the home is a two-storey and the host's bedroom is on the ground floor, the second floor may be most desirable for guests' bedrooms. This ensures maximum privacy for both host and guest. Stairways, however, may be a problem for elderly guests.
- b. Basement suites, unless they are well-ventilated, have large windows, and form an integral part of the home, are less desirable locations.
- c. Ground-floor bedrooms offer the most desirable location for all types of guests.
- d. In rural areas where bed and breakfast is offered on a farm, ranch, or an acreage, accommodation may be located in a separate building. This would ensure complete privacy for both host and guest.

II. Location of Other Facilities

In addition to accommodation, the host should give due consideration to the availability and location of bathrooms, guest lounge area, dining area and overnight parking.

II.1 Bathrooms

Wherever possible, separate bathroom facilities should be provided for your guests' exclusive use. Where this is not possible, shared use of the host's bathroom is acceptable. A half-bath (sink & toilet) adjacent to the guest bedroom is another alternative. The host should remember that guests will still require the use of tub/shower facilities.

II.2 Guest Lounge Area

Although not an absolute necessity, it is advisable, wherever possible to set aside a designated lounge area for exclusive use of your guests. This can be developed in an adjacent vacant room, or other unused area.

II.3 Guest Dining Area

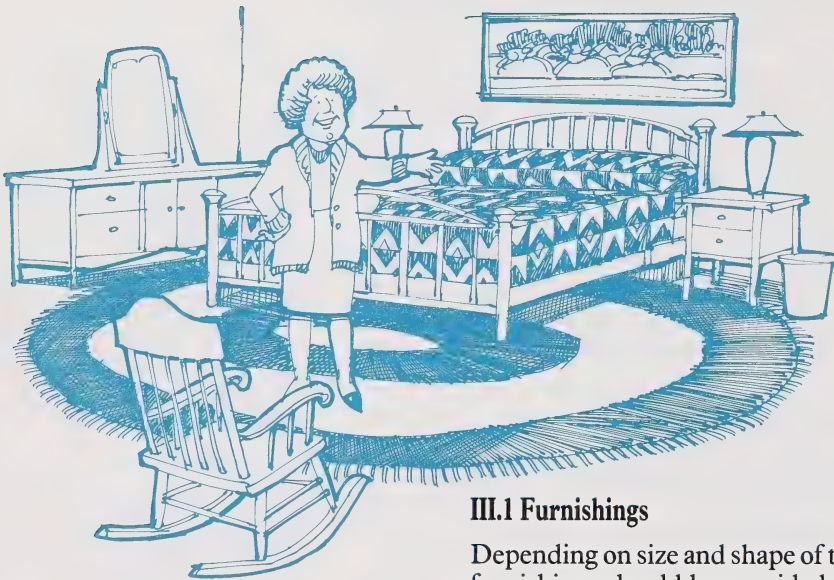
A separate dining area for breakfast is not required. If possible, breakfast should be served in the dining room rather than in the kitchen.

II.4 Guest Parking

Where parking is not allowed on the street, the host should make provision to allow for guest parking in his/her driveway, or garage.

III. Furnishing the Bedroom(s)

Common sense and taste should dictate the quality and quantity of furnishings provided by the host in each room.



III.1 Furnishings

Depending on size and shape of the bedroom, the following furnishings should be provided as a minimum:

- a. One double or two single beds with good springs and inner spring mattress (it is advisable to shop around for a high quality mattress and springs as they provide for a good investment in the long run).
- b. One dresser.
- c. One or two bedside night tables.
- d. One or two easy chairs.
- e. Bedside rug (if floor is not carpeted).
- f. Mirror, fire-resistant waste basket, ashtray (if smoking permitted).
- g. Drapes, blinds or curtains for each window.
- h. Window screens.

- i. Clothes closet or coat rack with hangars.
- j. Adequate ceiling light and/or bedside lamp.
- k. Smoke detector.
- l. Interior door latch.

Additional, optional furnishings may include a desk and chair, color cable TV, clock radio, alarm clock, air conditioning, child's crib or cot, or anything which will enhance guest comfort.

III.2 Bedding, Linens, Towels

Color co-ordination and good quality linens and supplies, although not an absolute necessity, are desirable as they create the "homey" atmosphere which differentiates a bed and breakfast operation from commercial tourist establishments.

The following minimum supplies should be provided for each bed:

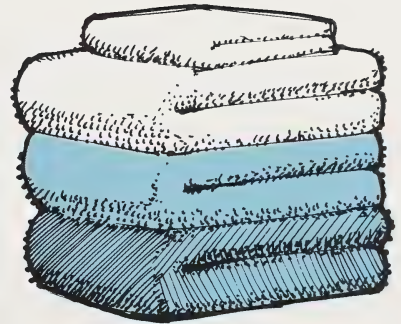
- a. Mattress cover or pad.
- b. One pillow with pillow case per person.
- c. One top and one bottom sheet (bottom sheets may be fitted, although these may be awkward for folding and storage).
- d. One blanket or comforter.
- e. Bedspread (may not be required if a comforter is used).
- f. One complete set of reserve linen is recommended for each bed.
- g. Additional pillows and blankets should be made available to guests in a central storage area or in bedroom closet.
- h. One complete set of towels (three sizes) and bathmat.

When purchasing linens, the host may wish to investigate the cost and availability of "percale". These linens, which are normally found in the better department stores and specialty shops are of very high quality and durability.

Although more expensive, this closely-woven cloth maintains its crispness and fresh look during its entire lifespan.

Regardless of the type of linens purchased, poly-cotton, perma-press sheets are strongly recommended.

Similarly with towels, fluffy oversized bath towels provide added comfort and convenience.



IV. Furnishing Other Facilities

IV.1 The Bathroom

Where space permits, guest towels may be placed in the bedroom, bathroom closet, or on a storage rack. A hamper or bin for used towels should also be placed in the bathroom.

Other considerations include:

- a. Treating your tub with a non-slip chemical or providing a rubber shower mat.
- b. Utilizing a better quality synthetic cloth shower curtain which can be washed in a machine. These are more durable and easier to maintain than plastic ones.
- c. Providing an adequate-size mirror, sufficient bathroom tissue, facial tissues, waste basket, shampoo and other amenities.
- d. In order to eliminate health hazards, fresh soap should be provided to each guest or family. As a cost-saving measure, the host may wish to consider the use of miniature soap bars, or provide liquid soap.

IV.2 Guest Lounge Area

A guest lounge area, if available, can improve guest comfort without encroaching upon host privacy. In addition to a sofa, an armchair and coffee table, the lounge could include:

- a. A selection of magazines, books, tourist brochures and promotional literature;
- b. Television set, radio; (a telephone is not recommended unless you are prepared to pay for unauthorized long distance calls);
- c. Playing cards/games;
- d. A hot beverage station consisting of tea kettle, cups, instant coffee, tea bags, powdered hot chocolate, powdered cream, glasses;
- e. Writing desk and chair;
- f. Small library of popular paperbacks/magazines.



IV. 3 Dining Room

As stated earlier, it is preferable to serve breakfast to your guests in the dining room rather than at the kitchen table. This helps your guests feel like they are special, while at the same time, keeping them distant from food odors and clattering in the kitchen.

As an added touch, the dining room table setting could include:

- a. Tablecloth with color co-ordinated napkins.
- b. Fresh cut flowers in vase (in season) as a centrepiece.
- c. Sugar bowl, creamer, salt & pepper shakers.
- d. Glasses, cups, cutlery and dishes.

The host may also wish to consider the possibility of setting aside a complete matching set of dishes for the exclusive use of his guests.

IV.4 Guest Parking

Parking should be available for guests. During winter months, it is advisable to arrange for plug-ins for vehicles.

IV.5 Exterior Appearance

Maintain a clean and neat appearance to your building and grounds. Grass should be trimmed on a regular basis, and debris regularly removed. During winter keep driveways and sidewalks free of ice and snow.

Your address should be clearly visible, and illuminated at night.



PART C: ADMINISTRATION

I. Procedures and Policies

Prior to accepting your first reservation, develop basic administrative procedures.

I.1 Operating Policies

Careful consideration must be given in determining:

a. Rates

The rates should take into account all your costs for supplies for cleaning rooms, replacement of worn-out furnishings and food costs. Consider the cost of your labor related to the operation, promotion and administration of your facility.

Remember that the rate you charge should represent “fair value for the dollar”. The location and quality of accommodation and services you provide, will have a strong bearing on the rates visitors will pay.

As a rule of thumb, you can probably set a rate somewhere between what a small motel and a large hotel in your area is charging. Check around with other operators in Alberta and determine the average current rate for bed and breakfast.

b. Deposit/Cancellation/Refund Policy

The standard is to request a one-night’s deposit at the time reservations are made. Confirmation is mailed only upon receipt of the deposit.

Have a policy related to refunding in cases where cancellations are made. Most hotels and motels will refund deposits if cancellations are received up to 48-hours prior to arrival date. In determining your policy, bear in mind that your ability to re-rent cancelled accommodation decreases as you get closer to that date.

Ensure that your policy is understood by all guests, clearly outline it on your registration confirmation form. An example of a refund policy is outlined on the confirmation form included in Appendix “A”.

To avoid your American clients having to pay the handling fees many banking institutions in the USA charge for cheques drawn on a Canadian Bank, refunds to them should be made via money order, in U.S. funds.

c. Handling Long Distance Calls

Charges for long distance calls are normally paid for by the caller. Remember however, responses to messages from prospective guests will result in charges to you, the host. With this in mind, try to advise callers that all messages will be returned on a “collect call” basis.

I.2 Reservations Requests

Reservation requests will arrive either by telephone or through the mail.

Restrict family use of your reservation telephone line. It may be worthwhile to install an additional telephone for family and personal needs. Consider the purchase of a telephone answering/message machine to cover for you during your absence.

Experience has shown that most individuals who call for reservations expect to get through on the first or second attempt and few will continue trying. Others resent telephone answering machines and are reluctant to leave a message.

The best solution to the problem is to ensure that telephone lines are kept open and that someone is available to provide information and take reservations.



I.3 Handling Reservations

All enquiries for reservations should be handled in a professional manner. Copies of all forms referred to below may be found in Appendix “A”.

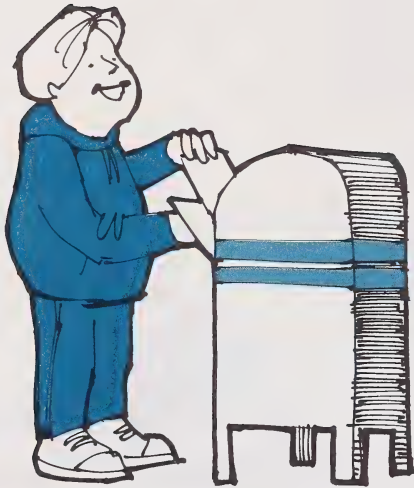
a. Telephone Reservation Request

This form outlines the type of information that you require from anyone wishing to make a reservation over the telephone. Advise callers that reservations will be confirmed after you receive their deposit. Set a date by which the deposit has to be in your hands (i.e. within 14 days).

b. Deposit Receipt/Reservation Confirmation

Once you receive the deposit, prepare a confirmation and forward it to the guest. Keep a copy for your records. Ensure the deposit/cancellation/refund policy is clear on this form.

Staple your copy to the original reservation request form.



ALL RESERVATION REQUESTS SHOULD BE RESPONDED TO IMMEDIATELY.

Some type of map, indicating your location, should always be enclosed with your confirmation. Include other brochures and pamphlets about events, attractions and tourist facilities in your area. Your local Chamber of Commerce and/or nearest tourist information centre can supply this information.

c. Tracking Reservations

Enter all reservations in a calendar date book or calendar page such as outlined in Appendix (A).

Where more than one room is available, divide your calendar into the desired number of spaces and indicate the type of bedding available in each room.

Once a host has committed a room, the visitor's name is entered in pencil in the appropriate space. When you receive a deposit the guest's name may be entered in ink, or the letter "D" for "Deposit" placed in the space.

A one-page/month calendar enables the host to see, at a glance, what reservations are expected. (See Appendix "A")

II. Office Equipment and Supplies

Keep a supply of stationery items, such as receipt books and postage stamps on hand. Consider purchasing a typewriter to give your correspondence a professional look.

III. Bookkeeping/Accounting

For income tax purposes, maintain a record of all transactions related to your operation.

Contact an accountant and develop a simple accounting procedure which will make year-end calculations easy.

Additional bookkeeping information may be obtained by contacting a business analyst in the Small Business Division of Alberta Economic Development and Trade Office (see Appendix "B").

PART D: OPERATION

I. Open For Business

Now that you have completed your planning, developed your accommodation and facilities, and have your administrative procedures in place, you are ready to open your doors to your first guests.

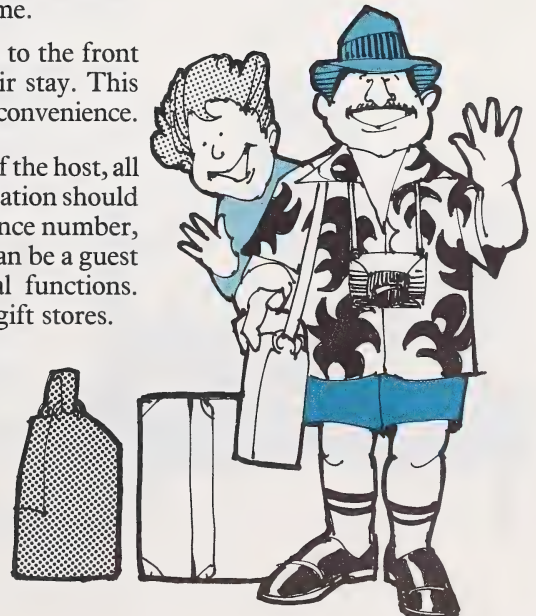
II. Welcoming Your Guests

Arrival time is specified on the reservation form, so ensure that everything is ready for the guest's arrival.

Take the time to welcome your guests upon their arrival. Enquire about your brochure and other information to get feedback as to whether it was helpful. Escort your guests to their bedroom, and provide assistance with their luggage.

Invite your guests into your living room following their "settling-in period", and offer them a complementary beverage such as coffee or tea. This casual meeting will allow you to:

- a. **Answer any questions** regarding directions, attractions, events, etc... in your area.
- b. **Discuss breakfast hours.** If you provide a choice of breakfast items, this will be a good time to ask your guests what they prefer.
- c. **Discuss house rules** (eg. smoking and parking areas).
- d. **Find out about guest plans.** Knowing what their plans are will allow you to plan your own time. Make suggestions about what to see. Always have someone available while your guests are in your home.
- e. **Explain your key policy.** Provide a key to the front door to the guests for the duration of their stay. This allows freedom of movement at minimum inconvenience.
- f. **Register your guest.** For the protection of the host, all guests should register upon arrival. Registration should include name and address of party, car licence number, and dates of stay. A simple guest register can be a guest book like those commonly used at social functions. These books are available at most card or gift stores.

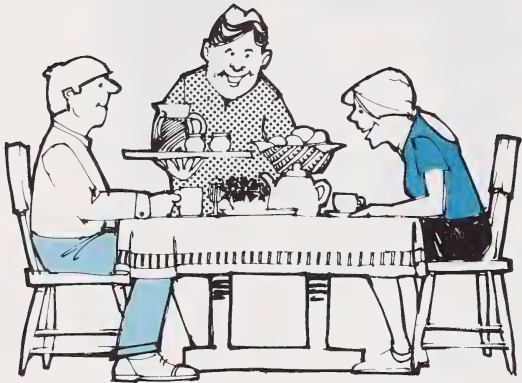


III.1 Preparing Breakfast

Be creative in the planning and development of breakfast menus. Eggs may be served in a variety of ways. Croissants, muffins, and bread rolls substitute nicely for standard toast. A variety of home baked goods, and homemade preserves also provide a nice touch.

Garnish the main course with slices of fresh fruit or vegetables to provide color and fill the plate. It is better to charge a little more and provide a quality breakfast, than to skimp and disappoint your guests.

A variety of breakfast menus and ideas may be found in cookbooks. Some are specifically developed for small country inns and bed and breakfast operations. Browse through a bookstore or library to obtain new ideas.



III.2 Serving Breakfast

Take care to create a pleasant breakfast environment for your guests.

Serve breakfast in the dining room, not in the kitchen. Unless invited by the guests, neither the host nor his/her family should eat with the guests. It is acceptable to join guests for coffee or tea once the main meal is concluded.

The table should be set with a nice cloth and napkins, and your best china and flatware. Freshly-cut flowers from your garden, and crystal glasses or goblets for juice, provide an elegant touch to any morning meal.

Breakfast may be served by preparing individual portions for each guest or by letting the guests serve themselves, country style, from dishes centrally-placed on the table.

Which ever method the host prefers, ample coffee and/or tea should always be available.

Where more than one group of guests share the breakfast table, the host should take the time to introduce everyone.

III.3 Breakfast in Bed

Provide the option of breakfast in bed to guests celebrating special occasions.

A special menu should be prepared, which allows for easy serving and eating from trays. Continental breakfasts, for example, are easier to manage in bed than a hot meal of eggs and bacon.

Consider that accidents will occur and permanent food stains may result to comforters, blankets, or carpets.



IV. 1 Housekeeping

Standard housekeeping procedures should be followed in cleaning bedrooms and making-up beds.

Fresh bedding and linens should always be provided after guest checkout or every few days if the guests' stay is for an extended period. Basic housekeeping should always be provided daily.

a. Making The Bed

- i. Strip and "shake-out" all bed linens to ensure no valuables are left behind by guests.
- ii. Replace mattress pad if badly soiled or stained.
- iii. Spread bottom sheet over pad and smooth it out, tucking both sides under mattress. If fitted sheets are not being used, - allow bottom of the sheet to hang free over the foot of the bed.
- iv. Spread top sheet, making sure it is centered and that you will have at least 20 centimetres (8 inches) to overlap blankets at head.
- v. Tuck sheet and blankets together under mattress at foot of bed only, making neat "hospital" corners and leave the sides to hang.
- vi. **NEVER TUCK TOP SHEET UNDER MATTRESS AT SIDES** because the bottom sheet will come loose when the guest pulls down the top sheet and blanket to get into bed.
- vii. Replace pillow cases; - place pillow on bed with open ends toward the outside.
- viii. Cover bed with a clean bedspread or comforter, which should hang evenly around the bed.



b. Dusting - Dust build-up can become a serious problem. Dust all woodwork and furniture, picture frames, window sills, clothes rack and shelving, heating/air conditioning units, vents, and other furnishings.

c. Vacuuming - Vacuum all carpeted areas. Hardwood floors should be dry-mopped.

d. Furnishings

- i. Wash all ashtrays
- ii. Empty waste basket
- iii. Discard disposable items
- iv. Replenish glasses
- v. Replace burnt-out light bulbs
- vi. Arrange any literature/stationery supplied in drawers
- vii. Adjust curtains/drapes

- viii. Check for proper mechanical function of all items provided
- ix. Replace all used towelling
- e. **One Last Look** - After room is cleaned, stand at the door a second, and take a good look around. Correct any discrepancies. Deodorize each room.
- f. **Personal Belongings Left Behind** - In order to ensure that no personal belongings were left behind by departing guests,

CHECK: Under beds; inside all drawers; backside of washroom door; and bathroom cabinets.

Make arrangements to return all such items to the guest.

g. Extending Mattress Life

To ensure a longer mattress life, turn mattress over two to three times per year.

IV.2 Cleaning The Bathroom

It is important from the health standpoint that bathrooms are kept clean and sanitary at all times. Due to humidity, unsanitary bathrooms quickly become a breeding ground for germs and other harmful bacteria. The following cleaning procedures should be followed on a regular basis:

- a. The toilet bowl should shine clean with absolutely no sign of staining; place small amounts of bowl cleaner on swab and clean inside of bowl; let the cleaner stay on for awhile before flushing; wipe outside of bowl with clean sanitized cloth.
- b. Sanitize toilet seat, check to ensure that it is not loose - if so, tighten bolts.
- c. Bathtubs/showers, washbasins and tiles should be cleaned and wiped dry with a sanitized cloth; all chrome should be polished.
- d. Check and wipe dry inside shower curtain to remove any buildup of soap and stains.
- e. Clean and polish mirrors, vanity top and under rim of washbasin (if not encased).
- f. Arrange clean towels, washcloths, bath mat and soap.
- g. Check and refill facial tissue and toilet tissue dispensers.
- h. Wash bathroom floor.



V. General Sanitation

Ensure cleanliness and sanitation throughout the home.

Develop and maintain high standards of sanitation in the handling and preparation of food. For more information regarding food sanitation, contact your local Health Unit. (See Appendix “B”)

VI. Guest Check-Out

Prior to guest departure, take the time to:

- a. Thank the guests for selecting your facility, and request them to sign the Guest Comment Book. This should be displayed in the guest lounge area, or be visible in the guest’s bedroom.
- b. Invite the guests to stay with you again on subsequent visits to the area, and provide one or two brochures to pass on to their friends.
- c. Collect any amount still owing for the accommodation and provide a receipt.



PART E: PROMOTING YOUR FACILITY

If the public does not know that your facility exists, there will be little demand for your accommodation. Creating public awareness and demand for your product involves commitment to a promotional strategy, and some hard work especially in the initial years. Careful thought should be given to the development of a descriptive promotional brochure, and the implementation of a promotional strategy which is realistic and cost-effective.

I. Brochure Development

A brochure advertising your operation will be the most important promotional item you can use to build awareness of your bed and breakfast operation.

Obtain as many brochures as possible from other bed and breakfast operators, particularly those nearby. A sample brochure has been included in Appendix "A".

The brochure that you develop should be as informative as possible, without appearing cluttered and distracting. As your major selling tool, the brochure should contain all the information about your facility that a guest requires in order to make an informed decision to stay with you.

As a general rule, the basic brochure should contain:

- a. Address of facility and names of hosts;
- b. Details about facilities and rates; and,
- c. Reservation form.

In addition to the above, the brochure can contain:

- a. List of attractions nearby;
- b. Brief history of area;
- c. Brief history of your home, if relevant;
- d. Excerpts of favourable comments from your guest book;
- e. Addresses of Visitors' Bureaus (where more information may be obtained about attractions in your area); and,
- f. Map of your location.

With a little research and effort, most hosts should be capable of developing a brochure which is both economical and effective. Consider, for a minute, the sample brochure developed in Appendix "A".



This brochure has been developed on a standard 8½ x 11 inch sheet of paper. Printing is on both sides, and it is designed to be folded each side towards the centre, so that the finished product easily fits into a standard #10 envelope.

The front page is designed as a “lure”, and in this case, has an artist’s sketch of the home. A bouquet of flowers, or any other subject could be used as an alternative.

An outline of guest services and facilities, attractions, and a reservation card is also included in the brochure, along with a location map.

This brochure is only one possible lay-out. Develop whatever format you feel maximizes the effectiveness of your message.

Printing costs will vary with the quality of paper and type of printing. The most economical method involves simple photocopying of the original lay-out. Visit one of the many “quick print” stores located in most major centres, and ask for samples of paper and colors.

II. How To Promote Your Facility

The success or failure of many businesses is often linked to the operator’s promotional effort. Give careful consideration to the development and implementation of a promotional strategy which is realistic in terms of costs, time available, and overall attainability.

The following outline will provide ideas for a promotional strategy:

II.1 Join Your Regional Tourism Zone

There are fourteen Regional Tourism Zones in Alberta, each charged with the responsibility of promoting facilities, attractions and events within its boundaries. Tourism Zones publish promotional literature such as tour books, maps and other brochures, and operate a network of information centres in many locations.

Membership in a Tourism Zone will allow you to advertise in the Zone’s promotional publications, and display brochures in information centres.

The host should also visit as many information booths as possible. Ensure information staff are aware of your facility, and that an adequate supply of your brochures are prominently displayed.

A list of Regional Tourism Zones is enclosed in Appendix “B”.

II.2 Join Your Local Chamber of Commerce

Membership in the local Chamber of Commerce will provide another opportunity to promote your operation.

In addition to allowing brochure display in their offices, many Chambers of Commerce will enclose member brochures as part of mail-outs in response to area information requests.

II.3 Create Local Awareness

Make everyone living in your area aware that you are offering bed and breakfast. This can be an excellent source of referral business, particularly in smaller communities.

Visit service stations, stores, shops and other businesses in the community and request their permission to display your brochures.

A short press release outlining your entry into the bed and breakfast business, plus a brochure, should be mailed to your local newspaper. Some regional and local papers may wish to do a human interest feature about your facility and provide you with free local publicity. Guidelines for developing a news release are included at the end of this section.

II.4 Listings in Bed and Breakfast Guides

One of the best ways to reach the consumer is to advertise in a publication which is specifically geared to the interests of that market.

As an example, there are several directories of bed and breakfast hosts in Canada. Copies may be found in a local library or in the travel section of most bookstores. For your convenience the names and addresses of two Canadian Directories are listed in Appendix "C".

Contact the author of the directory to request more information about costs of being included in future issues of these publications.

II.5 Participation in Community Events

Keep abreast of activities and events in the community, particularly where these activities generate visitor traffic into the area.

If, for example, an annual sporting event takes place in the community, contact the organizers and request that your facility be listed in their promotional literature as alternate accommodation .

II.6 Advertising

Advertising can be a very effective medium in creating awareness among buyers. Remember that advertising is only one of the tools at your disposal. In order to be effective, it should be used in support of other promotional efforts.

Note that one or two well-placed ads may be more effective than a multitude of scattered ads in a variety of publications. Prime consideration should be given to advertising in publications which a visitor to the area would consider while looking for overnight accommodation. Regional Tourism Zone publications and bed and breakfast directories also provide numerous opportunities to promote a bed and breakfast facility. Consider a listing under “Tourist Homes” in the Yellow Pages Telephone Directory.

Remember not to go overboard, nor spend a lot of money, without first giving careful consideration to the potential benefits of the ad.

III. Developing A Referral Network

In some communities, bed and breakfast hosts have found it useful to band together for the purpose of joint promotion of the facilities in their area. This involves development of a common brochure which gives a brief description of the facilities provided by each member-host and their mailing address and phone number. This allows for sharing some of the promotional efforts and associated costs.

A sample brochure promoting a referral network is enclosed in Appendix “A”.

IV. Joining A Bed and Breakfast Agency

Another alternative is to join an established bed and breakfast agency. A list of agencies operating in Alberta is included in Appendix “B”.

By joining an agency, you agree to pay a registration and/or an annual fee and the agency agrees to send guests to your home. You also agree to pay a commission to the agency for the duration of each reservation made.

Agency affiliation eliminates the need for a brochure, individual promotional efforts, and most of the administrative procedures. These costs then become the responsibility of the agency, and are covered by the registration fee, annual fee and commissions.

Carefully consider the pros/cons of joining an agency, based on such factors as:

- a. Is the agency actively involved in promoting its services to the travelling public? Is the agency involved in promoting the availability of Bed and Breakfast in your area?
- b. Does the agency have its own brochure and other promotional literature?
- c. Does the agency have demand for accommodation in your area?
- d. Are the costs of joining justified when compared to operating on one's own?
- e. Will the savings in dollars, and personal time, justify the agency's membership fees?

V. How To Develop A News Release

(Taken from Publicity Guide for Small Groups available from Alberta Culture and Multiculturalism)

The news release is the most common and effective method of publicizing activities and events. It is also the best way of obtaining free publicity. Local newspapers, radio and television stations, are always looking for good community news stories. First make sure you have a newsworthy story to tell (i.e. the opening of your bed and breakfast). Do not attempt to generate interest in a non-event, one that is of only limited interest to the general public.

To compose the news release use the inverted pyramid style, putting the essential facts first. The who, what, where, when, why and how questions should be answered in the first sentence or paragraph. Then give background information in descending order of importance. This will allow the editor to cut the story if necessary, without losing the basic facts.

Keep your release simple, direct and clear. Keep paragraphs short. Check the accuracy of all names, dates, numbers, and facts used. In larger centres journalists will rewrite your story into a news format. However, if you know that your story will be printed directly in the newspaper as you have written it, (certainly the case in many smaller communities) write the release more like a news story. Start with a 'catch' sentence to generate interest in the rest of the story.

Type your news release, double-spaced with generous margins, on standard, white 8½ x 11" typing paper. Put '-30-' at the end. It is a convention used to indicate the end of a story.

A news release is of little use unless you distribute it effectively. They can be mailed, or hand-delivered to establish personal contact. Keep your media mailing list up-to-date at all times with the names of the editor or reporter most likely to be interested. A personally addressed envelope will ensure your news story reaches the correct journalist.

If you send your news release to more than one person at the same paper, indicate this on a note attached to the release - or write at the bottom of the page the names of others also receiving the story.

Submit clear, crisp, 5 x 7" or 8 x 10" glossy, black and white photographs with your release. Always write a caption, taped to the back, for every photo you send.

PART F: ACTIVITIES CHECKLIST

The following checklist will provide a summary outline of activities which should be undertaken during both the planning and development stage, as well as during the operating stage, from receipt of reservations to the time that guests check-out.

Planning and Development Checklist

- ☐ Enquire about municipal zoning, permits and insurance
- ☐ Determine costs of development, furnishings, and start-up
- ☐ Set target date for opening
- ☐ Make necessary improvements and renovations
- ☐ Acquire furnishings
- ☐ Arrange to secure proper insurance coverage
- ☐ Develop brochure
- ☐ Develop administrative procedures and forms
- ☐ Start promoting your facility

Administrative and Operations Checklist

- ☐ Receive reservation requests
- ☐ Determine availability of accommodation
- ☐ Request deposit(s)
- ☐ Send confirmation and receipt(s)
- ☐ Register guests upon arrival
- ☐ Collect payment from guest(s)
- ☐ Provide general orientation
- ☐ Perform housekeeping
- ☐ Serve breakfast
- ☐ Check-out your guests
- ☐ Ask for repeat/referral business
- ☐ Prepare room for next guest(s)
- ☐ Continue promoting your facility.

APPENDIX A

Sample Forms

DEPOSIT RECEIPT & RESERVATION	30
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RESERVATION SHEETS	32 & 33
SAMPLE BROCHURES	34, 35 & 36

DEPOSIT RECEIPT & RESERVATION CONFIRMATION

TO: _____ DATE: _____

We are pleased to confirm receipt of your deposit in the amount of \$ _____
to cover the following reservation:

ARRIVAL DATE _____ TIME: _____

DEPARTURE DATE: _____ TIME: _____

TYPE OF ROOM: _____ # OF PERSONS: _____

DAILY RATE INCLUDING BREAKFAST: \$ _____

TOTAL COST OF ACCOMMODATIONS: \$ _____ X Days = \$ _____

MINUS DEPOSIT: \$ _____

AMOUNT DUE ON ARRIVAL: \$ _____

OTHER ARRANGEMENTS AND REQUIREMENTS: _____

DEPOSIT REFUND POLICY:

- * Full refund up to 14 days before arrival date
- * Full refund minus \$10.00 administration fee up to 7 days before arrival date
- * No refund if cancelled less than 7 days before arrival date

.....
Host's Name _____, Address _____
Phone _____

TELEPHONE RESERVATION REQUEST

NAME: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ CODE: _____

PHONE: _____

ARRIVAL DATE: _____ TIME: _____ VIA: _____

DEPARTURE DATE: _____ TIME: _____ VIA: _____

TYPE OF BEDROOM: _____ NO. OF PERSONS: _____

RATE QUOTED: _____ DEPOSIT REQUESTED (DATE) _____

AMOUNT OF DEPOSIT: _____ DATE RECEIVED: _____

CONFIRMATION MAILED (DATE): _____

.....

SPECIAL REQUIREMENTS & ARRANGEMENTS: _____

RESERVATION SHEET

MONTH:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

RESERVATION SHEET

MONTH: *June, 1988*

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5	6
Room 1 2 S BEDS		^D JOHNSON 2 PERS. (HALIFAX)	^D JOHNSON				^D TAYLOR 1 PERS. (OTTAWA)
Room 2 1 D BED				^D A. SMITH 2 PERS. (VANCOUVER)	SMITH	SMITH	SMITH
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	7	8	9	10	11	12	13
Room 1 2 S BEDS	^D TAYLOR	^D TAYLOR	^D TAYLOR	^D TAYLOR			
Room 2 1 D BED			^D WASYLYK 2 PERS. (MONTREAL)	^D WASYLYK		^D CHAN 2 PERS. (HONG KONG)	^D CHAN
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	14	15	16	17	18	19	20
Room 1 2 S BEDS	^D AGRES 1 PERS. (HULL)	^D AGRES		^D CHORNEY 1 PERS. (CALGARY)			
Room 2 1 D BED				^D SLYNKA 2 PERS. (DETROIT)	^D SLYNKA	^D SLYNKA	
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	21	22	23	24	25	26	27
Room 1 2 S BEDS	^D LYON 2 PERS. (PARIS)	^D LYON	^D LYON	^D LYON	^D LYON		
Room 2 1 D BED			^D TAYLOR 1 PERS. (VICTORIA)			^D JOHNSON 2 PERS. (VANCOUVER)	
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	28	29	30				
Room 1 2 S BEDS	^D PARADIS 1 PERS. (QUEBEC)	^D PARADIS	^D PARADIS				
Room 2 1 D BED		^D GOLDMAN 1 PERS. (NEW YORK)					

Reservation Request

(Please Print)

Name _____

Address _____

Postal/Zip Code _____

Telephone - Home () _____

- Bus. () _____

Number of People _____

Room Preference: _____

Twin Beds _____

Queen Bed _____

Arrival Date _____

Time _____ AM-PM

Departure Date _____

Time _____ AM-PM

Special Requirements

Conditions

This is a Reservation Request only. Your reservation will be confirmed only upon receipt of one night's deposit, subject to availability.

Please make cheques/money orders (in Canadian Funds) payable to:

Reservations may also be made by telephone.

Cancellation/Deposit Refund Policy

- Full refund if cancelled 14 days prior to arrival date.
- Full refund less \$10.00 administrative fee if cancelled up to 7 days prior to arrival date.
- No refunds if cancelled less than 7 days prior to arrival date.

Please return completed reservation request to:

Betty's Bed & Breakfast



John & Betty Miller

Telephone:

- *Room One - with twin beds and private bath.*
- *Room Two - with queen size bed and fireplace. Full bathroom facilities adjacent.*

Served 7:30 to 9:00 a.m. Daily

Breakfast Menu

- [illegible]

*Coffee, Tea, Hot Chocolate
is always available in the
Guest Lounge area on a self serve basis.*

Rates (Canadian Funds)

\$ _____ *Single Occupancy*

\$ _____ *Double Occupancy*

Other services by prior arrangement and/or additional cost:

- *Babysitting*
- *Airport Pick-up*
- *City Tours*
- *Theatre & Special Event Tickets*

Convenient Location

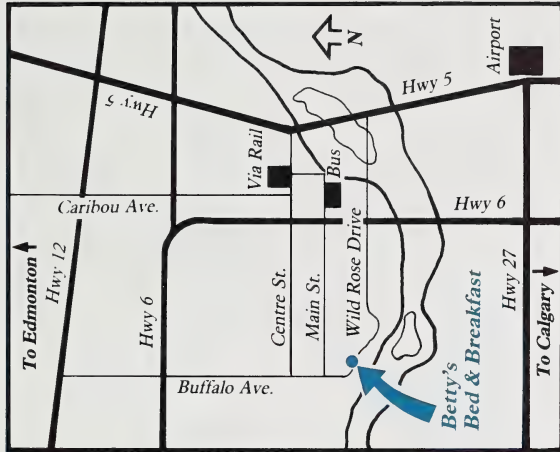
- [illegible]

Area Attractions

- [illegible]

To obtain more information about attractions, events and facilities in Alberta, please contact:

Travel Alberta
P.O. Box 2500
Edmonton, Alberta
T5J 2Z4
Tel: 403-427-4321
1-800-222-6501 (In Alberta Only)
1-800-661-8888 (Throughout North America)



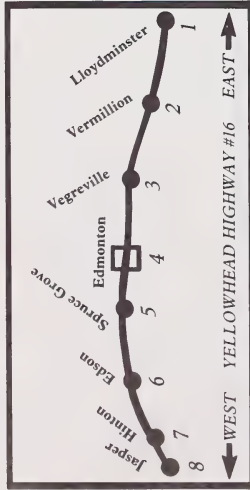
Enrich your Vacation Experience Through Bed & Breakfast

What is the Yellowhead B & B Network?

How to make a reservation

Conditions

Additional copies of this brochure
may be obtained by contacting
individual hosts directly, at address
indicated in each listing.



Birchcliff Inn 8

Mountview Ranch Bed & Breakfast 7

Hilltop Bed & Breakfast Inn 6

Silver Grove Inn 5

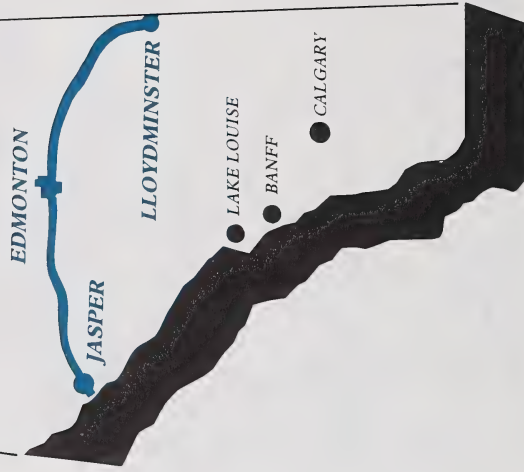
Berry's Bed & Breakfast Inn 4

Lakeside Lodge 3

Riverside Bed & Breakfast Inn 2

Whispering Pines Lodge 1

Yellowhead Bed & Breakfast Network



APPENDIX B

Contacts

HEALTH UNITS IN ALBERTA	38
ALBERTA ECONOMIC DEVELOPMENT AND TRADE SMALL BUSINESS DIVISION	40
PARKS CANADA	41
ALBERTA BED & BREAKFAST AGENCIES	42

HEALTH UNITS IN ALBERTA

NAME OF UNIT	OFFICES	PHONE NUMBER
City of Calgary		228-7400
City of Edmonton		482-1965
Alberta East Central		
Stettler		742-3326
Camrose		672-3161
Sedgewick		384-3652
Alberta West Central		
Edson		723-4421
Drayton Valley		542-4415
Hinton		865-2277
Athabasca		675-2231
Lac La Biche		623-4471
Slave Lake		849-3947
Banff National Park		762-2990
Barons-Eureka-Warner		
Coaldale		345-4451
Taber		223-4403
Warner		642-3737
Big Country		
Hanna		854-3324
Chinook Country		
Ft. MacLeod		552-4451
City of Drumheller		823-3341
Foothills		
High River		652-3297
Fort McMurray & Region		743-3232
High Level-Fort Vermilion		
High Level		926-3791
Jasper National Park		852-4759
Leduc-Strathcona		
Sherwood Park		467-5571
Leduc		986-2222

Lethbridge	327-2166
Medicine Hat	
Medicine Hat	527-1136
Brooks	362-3388
Minburn-Vermilion	
Vermilion	853-5270
Wainwright	842-4077
Mountainview	
Calgary	275-2286
Canmore	678-5656
Didsbury	335-3233
Northeastern Alberta	
St. Paul	645-3396
Bonnyville	826-3381
Peace River Region	624-3611
Fairview	835-4951
Falher	837-2145
High Prairie	523-4434
Red Deer Region	
Innisfail	227-3636
Rocky Mt. House	845-3030
South Peace	
Grande Prairie	532-4441
Stony Plain - Lac Ste. Anne	
Stony Plain	963-2206
Spruce Grove	962-4072
Whitecourt	778-5555
Sturgeon	
St. Albert	459-6671
Barrhead	674-3408
Morinville	939-3699
Redwater	942-3801
Vegreville	632-3331
Wetoka	
Wetaskiwin	352-3337
Ponoka	783-4491
Lloydminster	825-8841

Alberta Economic Development and Trade Small Business Division

6th Floor
9940 - 106 Street
Edmonton, Alberta
T5K 2P6
Ph. 427-3685

5th Floor
999 - 8th St. S.W.
Calgary, Alberta
T2R 1J5
Ph. 297-6284

Provincial Building
4909 - 48 Street
Camrose, Alberta
T4V 1L7
Ph. 679-1235

Provincial Building
4926 - 1 Avenue
P.O. Box 2490
Edson, Alberta
T0E 0P0
Ph. 723-8229

1401 Provincial Building
10320 - 99 Street
Grande Prairie, Alberta
T8V 6J4
Ph. 538-5230

217 Provincial Building
770 - 6 Street S.W.
Medicine Hat, Alberta
T1A 4J6
Ph. 529-3630

Bag 900, Box 3
10122 - 100 Street
Riverdrive Mall
Peace River, Alberta
T0H 2X0
Ph. 624-6113

Provincial Building
3rd Floor
4920 - 51 Street
Red Deer, Alberta
T4N 6K8
Ph. 340-5300

Provincial Building
409 - 5025 - 49 Avenue
P.O. Box 1688
St. Paul, Alberta
T0A 3A0
Ph. 645-6358

249 Provincial Building
200 - 5 Avenue S.
Lethbridge, Alberta
T1J 4C7
Ph. 381-5414

PARKS CANADA

Park Superintendent Offices

Banff National Park

P.O. Box 900
Banff, Alberta
T0L 0C0
Tel: 762-3324

Jasper National Park

P.O. Box 10
Jasper, Alberta
T0 1E0
Tel: 852-6161

Waterton Lakes National Park

Waterton Park, Alberta
T0K 2M0
Tel: 859-2262

ALBERTA BED & BREAKFAST AGENCIES

Bed & Breakfast Bureau

Mr. Don Sinclair
P.O. Box 7094
Station E
CALGARY, Alberta
T3C 3L8
242-5555

Established in 1984
Hosts throughout Alberta
Initial Fee: Payable after 1st booking
Annual Fee: No
Commission on Bookings: Yes

Trails West Bed & Breakfast

Mr. Bruce Haig
1115 - 8 Avenue South
LETHBRIDGE, Alberta
T1J 1P7
328-9011

Established in 1986
Hosts in Southern Alberta
Initial Fee: Payable after 1st booking
Annual Fee: Yes
Commission on Bookings: Yes

Southern Alberta Bed & Breakfast

Mrs. Bernadette Coles
P.O. Box 1329
PINCHER CREEK, Alberta
T0K 1W0
627-3443

Established in 1986
Hosts in Southwestern Alberta
Initial Fee: Yes
Annual Fee: Yes
Commission on Bookings: Yes

Big Country Bed & Breakfast Bureau

Mr. Bob Comstock
P.O. Box 714
ROSEBUD, Alberta
T0J 2T0
677-2205

Established in 1987
Hosts in East Central Alberta
including Drumheller
Initial Fee: Yes
Annual Fee: No
Commission on Bookings: Yes

Agency For Holiday Home Accommodation

Mrs. Helen Johnson
10808 - 54 Avenue
EDMONTON, Alberta
T6H 0T9
436-0449

Established in 1987
Hosts in Edmonton
and Surrounding Area
Initial Fee: Yes
Annual Fee: No
Commission on Bookings: Yes

REGIONAL TOURISM ZONES

- Zone 1 Chinook Country Tourism Association**
2805 Scenic Drive
LETHBRIDGE, Alberta
T1K 5B7
329-6777
- Zone 2 Southeast Alberta Travel & Convention Bureau**
P.O. Box 605
MEDICINE HAT, Alberta
T1A 7G5
527-6422
- Zone 3 Big Country Tourism Association**
170 Centre Street
DRUMHELLER, Alberta
T0J 0Y0
823-5885
- Zone 4 David Thompson Country Tourism Council**
4811 - 48 Avenue
RED DEER, Alberta
T4N 3T2
342-2032
- Zone 5 Battle River Tourist Association**
P.O. Box 1515
CAMROSE, Alberta
T4V 1X4
657-2855
- Zone 6 Lakeland Tourist Association**
P.O. Box 874
ST. PAUL, Alberta
T0A 3A0
645-2913
- Zone 7 Evergreen Tourist Association**
P.O. Box 2548
EDSON, Alberta
T0E 0P0
723-4711

- Zone 8 Land of the Mighty Peace Tourist Association**
P.O. Box 3210
PEACE RIVER, Alberta
T0H 2X0
624-4042
- Zone 9 Jasper Park Chamber of Commerce**
P.O. Box 98
JASPER, Alberta
T0E 1E0
842-3858
- Zone 10 Calgary Tourist & Convention Bureau**
237 - 8 Avenue, S.E.
CALGARY, Alberta
T2G 0K8
263-8510
- Zone 11 Edmonton Convention & Tourism Authority**
#104, 9797 Jasper Avenue
EDMONTON, Alberta
T5J 1N9
426-4715
- Zone 12 Banff/Lake Louise Chamber of Commerce**
P.O. Box 1298
BANFF, Alberta
T0L 0C0
726-3777
- Zone 13 Game Country Travel Association**
c/o City of Grande Prairie
9902 - 101 Street
Grande Prairie, Alberta
T8V 2P5
539-8083
- Zone 14 Midnight Twilight Tourist Association**
#1 Sturgeon Road
ST. ALBERT, Alberta
T8N 0E8
458-5600

APPENDIX C

Other Resources

BED & BREAKFAST GUIDES	46
FURTHER READING	46

BED & BREAKFAST GUIDES

The following directories provide comprehensive listings of B & B operations in Canada. Copies may normally be found in most major bookstores. A listing fee is charged:

The Canadian Bed & Breakfast Guide by Gerda Pantel; published by Fitzhenry and Whiteside Ltd., 195 Allstate Parkway, Markham, Ontario, L3R 4T8; 1984, 286 pages. For listing in guide, write Gerda Pantel, 270 Juniper Avenue, Burlington, Ontario, L7L 2T3.

The Traveller's Guide to Canadian Bed & Breakfast Places by John Thompson and Patricia Wilson; published by Grosvenor House Press Inc., 75 Sherbourne Street, Toronto, Ontario, M5A 2P9; 1984, 365 pages. For listing in Guide, write John Thompson c/o The Publisher.

FURTHER READING

The following books can provide existing and prospective B & B hosts with more information about the operation and development of a Bed and Breakfast facility. Copies of these books may be obtained by writing the publishers, or through your favorite bookstore:

How to Open (and Successfully Operate) A Country Inn. By Karen L. Etsell with Elaine C. Brennan; published by The Berkshire Traveller Press, Stockbridge, Massachusetts, 01262 (1983 - 191 pages).

also available from the Berkshire Press:

Country Inns and Back Roads Cookbook
Country Inn Cookbook
Treasured Recipes of Country Inns
Apple Orchard Cook Book

So you want to be an Innkeeper by Mary E. Davies, Pat Hardy, JoAnn M. Bell, Susan Brown; published by 101 Productions, 834 Mission Street, San Francisco, California 94103 (1985 - 218 pages).

Bed and Breakfast Inn (and Home) Start-Up Manual published by The American Entrepreneurs Association; available only from AEA, 2311 Pontius Avenue, Los Angeles, California, 90064; phone orders call 213-477-2996 and ask for Business Manual No. X1278.

Food Safety - It's All In Your Hands published by Health and Welfare Canada; available at no charge from: Educational Services, 601 Custom House, 1001 West Pender Street, Vancouver, B.C., V6E 2M7.

NOTES

NOTES

FURTHER READING

The following are some of the books and articles which may be of interest to the student of the history of the United States. The student should be able to find these in the library of the school or college.

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